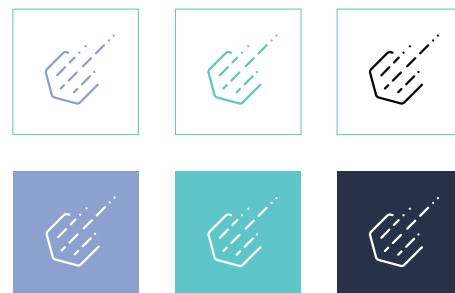


# HackUTD 2017

## Branding Guidelines

### LOGO

Led by 30 students, UTD ACM strives to honor University Texas Dallas' commitment to innovative education and research through its workshops, industry series, and project-based learning environment. The HackUTD 2017 logos echoes the first HackUTD logo via its hexagonal shape and captures school spirit in its use of the school's mascot, the comet. Characterized by thin lines and a breathable form, the logo aims to convey a history of research, growth, and creation.



### TYPEFACE DETAILS

#### Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,;,'"

AVENIR NEXT (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,;,'"

AVENIR NEXT (ITALIC)

#### Paragraph Styles

#### Title

18pt, Regular  
80pt Tracking

#### Subtitle

9pt, *Italic*  
80pt Tracking

#### HEADING 1

11pt, Regular  
160pt Tracking

#### Heading 2

11pt, *Italic*  
80pt Tracking

#### Body

8pt, Regular  
20/13 Tracking

#### HEADING 3

5pt, Regular  
160pt Tracking

### COLORS

#### Palette



White  
#FEFFFF

Pale Blue  
#8DA1CD

Shark Teal  
#5FC6CA

Dark Indigo  
#293247

#### Patterns



Hexagonal  
PALE BLUE

Hexagonal  
SHARK TEAL

Spotted  
PALE BLUE

Spotted  
SHARK TEAL